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PIPE Networks launches PipeEthernet™

Today PIPE Networks has realised its much anticipated vision for a revolutionary, next generation metro ethernet product with its launch of PipeEthernet™. The independent telecommunications carrier has presented the Australian market with arguably the most innovative metro ethernet product available. PipeEthernet™ is MEF Certified, making PIPE Networks the first carrier in Australia to meet the criteria established by the Metro Ethernet Forum for next generation ethernet services. PIPE Networks' Managing Director, Bevan Slattery said, *"We are delighted to attain MEF certification and proud that our PipeEthernet™ product is being recognised by MEF as the first and only carrier ethernet product in Australia to have met their strict criteria for next generation ethernet services."*

Further firsts for PipeEthernet™ include the availability of wholesale ethernet aggregation ports up to 10Gpbs, flat monthly fees within set coverage areas and access to a streamlined online customer portal.

Mr Slattery says PipeEthernet™ will be the market leader for the next generation of metro ethernet. *"We continue to revolutionise the industry. We have a proud history of redefining products and PipeEthernet™ is a shining example of this. We didn't want to enter the market with a me-too product. We wanted to show the market what metro ethernet could be and should be for the future."*

PipeEthernet™ has been designed to cater for the predicted explosion of bandwidth required for next generation applications such as real time disaster recovery, SaaS and cloud computing as well as today's applications such as voice, video and data.

"At last ISP's, carriers, ASP's and system integrators have a network capable of supporting their applications and at an affordable price. Today our customers can get a 1 Gbps PipeEthernet™ service for the less than 100Mbps from current providers," said Mr Slattery.

For simplicity of pricing, PipeEthernet™ is available in buildings within well-defined coverage areas. Initially, these areas are within the Brisbane, Sydney and Melbourne metropolitan areas.

The PipeEthernet™ portal provides customers access to coverage maps and tools for pre-service qualification, quoting, ordering, provisioning and upgrading. This provides all customers with complete control of the end to end delivery process.

PipeEthernet™ is a market leading initiative, setting the standard for which the rest of the industry will follow. Bevan Slattery said, *"The team spent eight months planning, designing and certifying this product with a vision to create a brand new, world class ethernet service for tomorrow's business environment. I wish to acknowledge their hard work and dedication in making this vision a reality."*

PipeEthernet™ was launched today in Brisbane, Sydney and Melbourne and will be available in Adelaide and Perth in Q1 2009.

About the Metro Ethernet Forum (MEF)

The Metro Ethernet Forum (MEF) is a global industry alliance setting worldwide standards and specifications for carrier class ethernet networks and services. PIPE Networks chose to seek certification for its ethernet services to provide a guarantee of quality. Customers benefit from the knowledge that PipeEthernet™ has been designed and deployed to MEF standards and provides full disclosure of its specifications.

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